Increasing Engagement

Having a high engagement rate on Instagram gives you credibility with your audience. If someone is going to buy a product or service from you, they need to trust that others are already engaged with your brand.

Why Organic Engagement Is Important

Many brands and influencers are feeling the pressure of having good engagement rates, and are turning to buying fake likes and followers. This can have some serious side-effects for your account, and this tactic is becoming more and more easy to detect.

We'll go over the top ways you can boost engagement organically!

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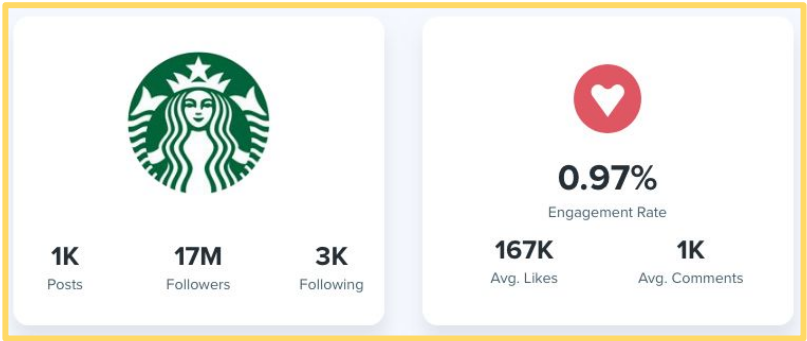
How to Calculate your Engagement Rate

While there are plenty of strategies to effectively increase your engagement organically, you should first calculate what your engagement rate is right now. This will give you a metric to track when implementing new strategies.

This is the formula to calculate engagement rate:

Engagement = (Likes + Comments) / Followers



Or, use this engagement calculator to have it configured for you!

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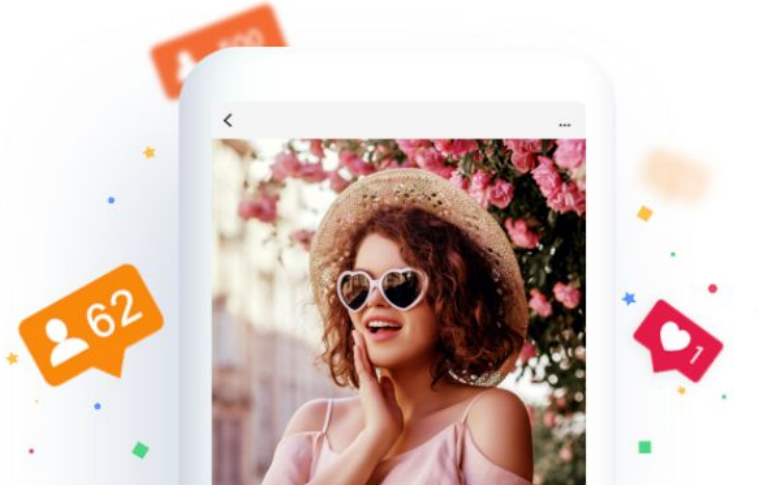
Beating the Algorithm

If your engagement is lower than expected, or not as high as it used to be, a big factor could be the recent algorithm changes Instagram has made. It used to be easy to generate a ton of likes and comments on your post, but now many users are struggling to get their content noticed.

There are a few critical factors that Instagram considers when configuring the order of posts in your feed. Knowing what these are can help you beat the algorithm and make sure yours posts get seen! 👀



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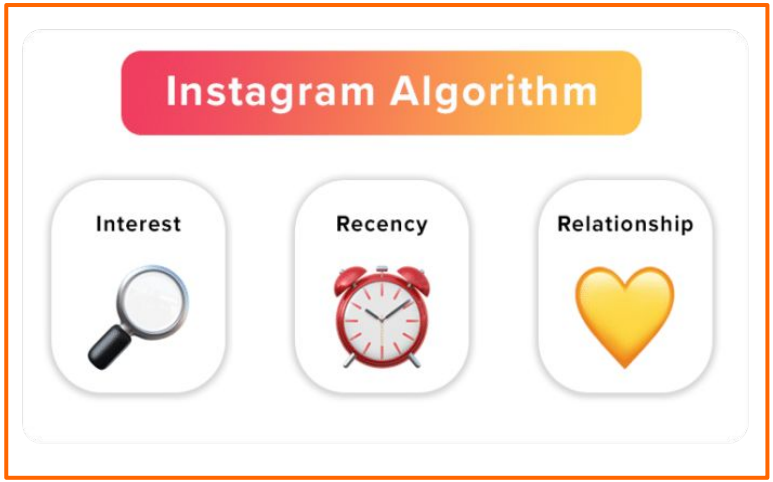

Interest: Topics that you're most interested in will automatically show at the top of your feed. For example, if you're often searching for tags and liking posts about #food, then that is likely what you'll see in your feed and on your explore page!

Recency: Even though the feed is not longer in timeline order like the old days, recent posts still get more priority over week-old ones.

Relationship: The more you interact with certain accounts, the more often you will see their posts. So if you want to see more of your friend's posts in your feed, make sure to leave a comment every time they post!

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Hashtag Strategy

Did you know an Instagram post that has a hashtag gets and average of **12.6%** more engagement than posts that don't? By including hashtags on your post, you can expand your reach to users who follow and search for those hashtags. It also makes it more likely that you will show up on the explore pages for people that are interested in those topics.

Struggling to find what hashtags to use? Try looking at competitors and find the hashtags in your industry that are trending and receiving good engagement.

Instagram allows up to 30 hashtags per post, so try to utilize them all for maximum reach. If you're worried about looking too "spammy" you can put your hashtags in the first comment, so they stay hidden but still have the same effect.

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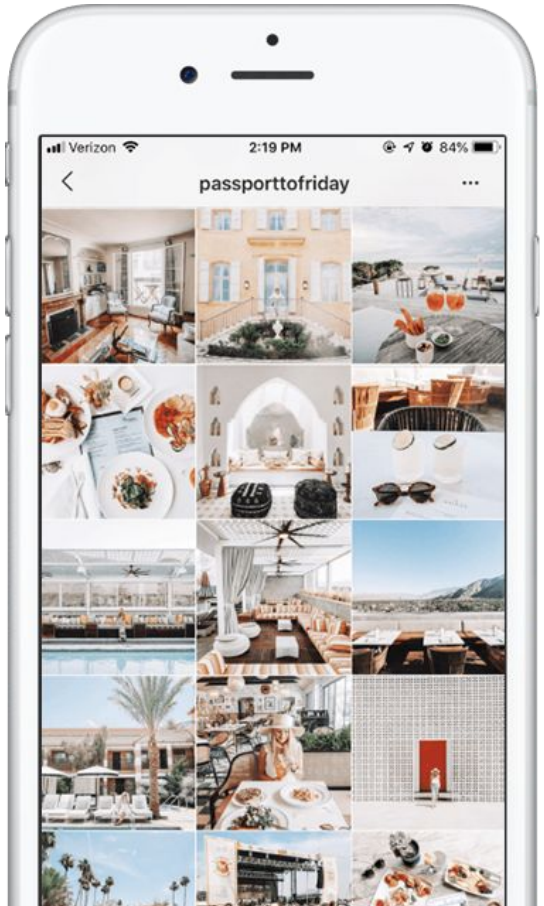
Content Strategy

You've heard it before, but **quality** is the most important factor when it comes to content. High-quality images have proven to generate the most engagement on Instagram.

You want to your feed to be filled with images that represent your brand in a cohesive, appealing manner. Having a set color theme and using consistent filters can help you achieve this.

Use an app like Planoly to help plan your grid ahead of time, and ensure your content will be aligned! Need help with editing? Try using an editing app like A Color Story for professional-looking filters that look great on every type of shot.



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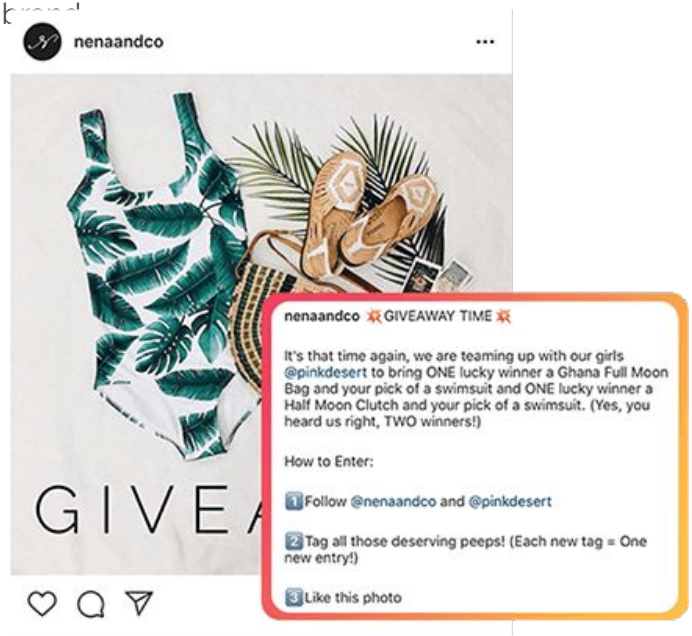
Instagram Contests

Hosting an Instagram contest is an easy and quick way to boost engagement. By giving people an incentive to follow you and comment on your content, you are growing your community and getting people involved with your brand.


nenaandco
nenaandco GIVEAWAY TIME
It's that time again, we are teaming up with our girls @pinkdesert to bring ONE lucky winner a Ghana Full Moon Bag and your pick of a swimsuit and ONE lucky winner a Half Moon Clutch and your pick of a swimsuit. (Yes, you heard us right, TWO winners!)
How to Enter:
1 Follow @nenaandco and @pinkdesert
2 Tag all those deserving peeps! (Each new tag = One new entry!)
3 Like this photo

Increase your reach even further by partnering with an influencer or another brand in your space that will help you promote the contest to both of your audiences. That's double the exposure!

You can enlist the help of third-party marketplaces such as Intellifluence, ifluenz, and Tribe, to help you find potential collaborations.

Don't forget to keep your new followers engaged by continuing to post quality content after the contest is over.

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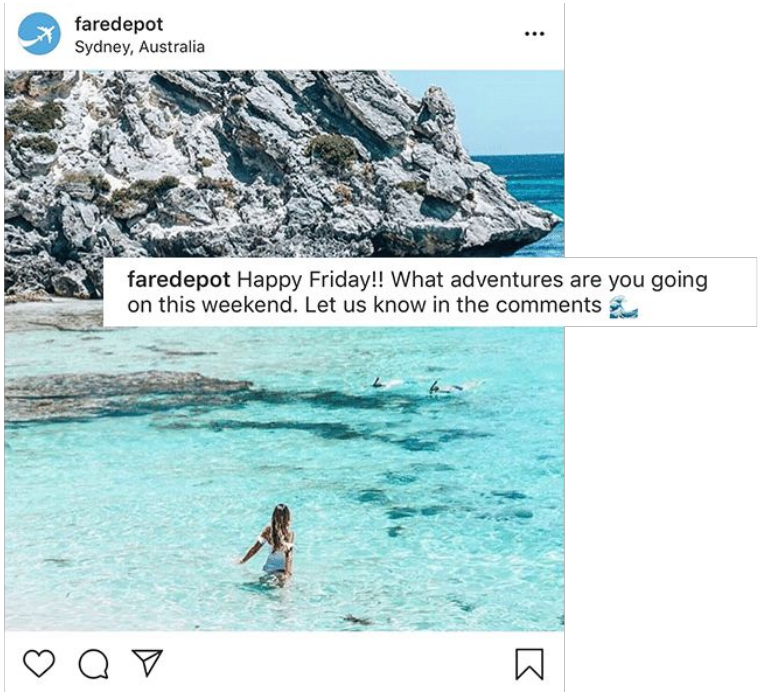
Stay Active & Authentic

Instagram favors accounts that are actively engaging with their community, in an **authentic** manner. While it may be tempting to purchase likes, or have a bot leave comments on your behalf, these methods are flagged by Instagram.

The more recent algorithm changes also reward you for interacting with your followers - so make sure to leave some genuine comments when scrolling through your feed.

And don't forget to respond to comments on your own posts! Responding with a simple 'thanks' ends the conversation - instead, tell them more about your experience or ask them a follow-up question.


faredepot
Sydney, Australia
faredepot Happy Friday!! What adventures are you going on this weekend. Let us know in the comments

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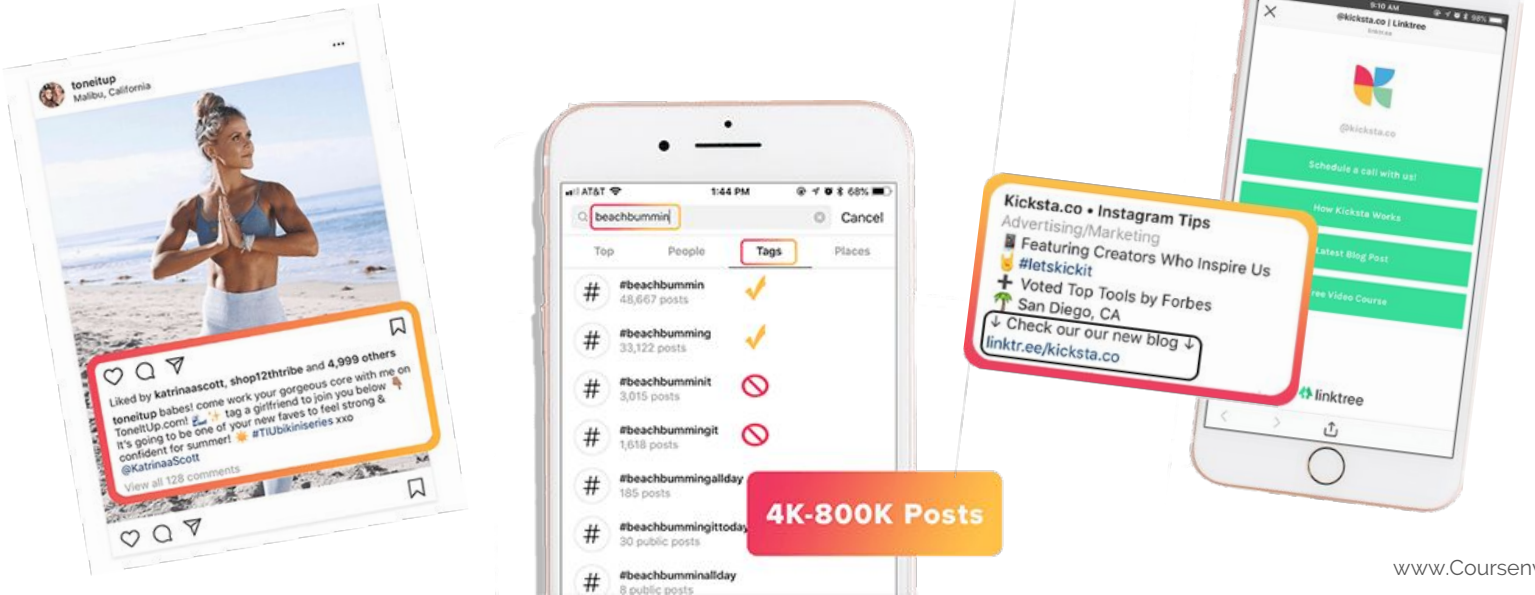
How to Get Real Instagram Followers

For a more in-depth look at these methods and plenty more, check out the ultimate guide for How to Get Real Instagram Followers in 2019. It covers detailed hashtag strategy, bio optimization, how to write captions, and more!



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